

## ABSTRACT

Techniques for displaying promotional information by providing an electronic sign (ES) which displays promotional information, display slogans, bundled pricing, bulk pricing, and other types of information. The ES can be used by retailers to increase sales, provide an alternate technique for advertising and reduce costs. According to one aspect, an EPL computer reads an EPL/ES data file to determine if an entry is associated with an EPL or an ES. The EPL computer then reads a promotional message from a promotional data file. An index in the EPL/ES data file may be used to determine the correct promotional message. The EPL computer transmits a message to the ES which includes a command for the ES to display the promotional message. The ES then displays the promotional message, providing valuable information to customers who are in the process of making purchasing decisions. In one aspect, an ES displays promotional information associated with an offer and is not associated with any particular single item. Such a special offer may apply to a family of items, rather than a particular single item. In another aspect, an ES is associated with an item and displays promotional information relating to that item. In another aspect, an ES is associated with an item and displays promotional information relating to another item or items.